



• • • • Your quarterly source for printing and mailing information from the Department of Printing and Consolidated Mail Services

Volume 3, Issue 4

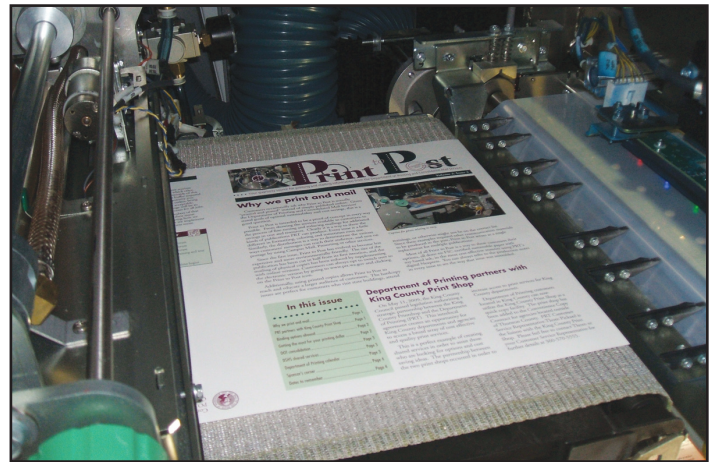
## Why we print and mail

Customers occasionally ask why Print to Post is actually “printed and posted” instead of simply published online. Given the Department of Printing and Consolidated Mail Services’ stated goals of optimal sustainability and cost-savings, this is a good question.

Print to Post is intended to be a proof-of-concept in every way possible. From showing the services available to customers, to the process of fine-tuning and reducing mailings for additional savings in cost and resources. Clearly it is a way to show the kinds of publications PRT can produce. Every issue is a little different in formatting, coloring and sometimes even size. Similarly, the distribution is a way to demonstrate the various ways customers’ messages can reach their audience, and save on postage by using Campus Mail, Presorting or other services.

Since the first issue, Print to Post has evolved to become less expensive and more environmentally-friendly. The size of the publication has been cut in half from its first iteration, and the mailing of physical copies has been reduced by supplementing with online versions. *Customers can always opt to switch over to the electronic version by going to [www.prt.wa.gov](http://www.prt.wa.gov) and clicking on the Print to Post icon.*

Additionally, using printed copies allows Print to Post to reach and educate a larger audience of customers. The hardcopy issues are perfect for customers who visit state buildings, attend



Print to Post production on the NexPress digital color press.

trainings, or otherwise might not be on the contact list. Since these examples required other communication materials to be produced in the past, Print to Post serves as a single replacement for multiple publications.

Most of all Print to Post is a way to show customers their options, all done on FSC certified sustainable paper with soy-based ink, in the most cost-effective manner using PRT’s digital Nexpress. You can always refer to the production notes in every issue to see the way it was assembled.

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## Department of Printing partners with King County Print Shop

On May 11, 2009, the King County Council passed legislation authorizing a strategic partnership between the King County Printshop and the Department of Printing (PRT). This interlocal agreement creates an opportunity for King County departments and agencies to access a broad array of cost effective and quality print services.

This is a perfect example of creating shared services in order to assist those who are looking for options and cost saving ideas. The partnership between the two print shops occurred in order to

increase access to print services for King County departments.

Department of Printing customers located in King County can now utilize the King County Print Shop as a quick copy facility. The print shop has been added to the Convenience Copy Contract for agencies located outside of Thurston County. PRT Customer Service Representative Thom Pickard is the liaison with the King County Print Shop. Please feel free to contact Thom or your Customer Service Representative for further details at 360-570-5555.

# Getting the most for your printing dollar

Over the past year, the Department of Printing (PRT) has served numerous customers looking to make the most of their budget dollars. This is a priority for the Department of Printing. From small copy jobs to large quantity press projects, competitive pricing in the printing marketplace is a hot topic.

Many customers have asked: is the Department of Printing pricing competitive? Am I getting the most for my dollar? Many hours are spent training staff to analyze orders and determine the very best way to produce printing products to save time and money.

The Department of Printing regularly analyzes competitor pricing at various product levels. For example, a box of business cards at a common office supply provider is twice the price per box in comparison to the Department of Printing. Envelope production prices through the Department of Printing are another area in which substantial savings can be realized.

Rush jobs can result in staff overtime, increasing costs. In those and some other instances, the Department of Printing will utilize outside vendors if our staff estimator's determine a customer will receive a lower price and quicker turnaround time from a facility that is better equipped for such a project. It is always a good idea to discuss your goals and timelines with a PRT Customer Service Representative for each project to ensure you are getting the best price given your circumstance.



## Binding options abound at PRT

The Department of Printing (PRT) offers a wide variety of binding options for any printing project. While this is a sampling of the options available, you may consult with your Customer Service Representative or Copy Center staff prior to submission. Many times the number of pages and quantity determines the best and most cost effective way to bind.



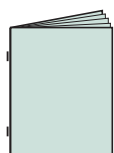
**Padding** - This process will transfer your loose document into pads. Padding is completely customized to meet your needs. Simply define how many sheets you want in each pad, which edge to bind and whether or not you want to add stiff chipboard at the back.



**Stapling** - Stapling is one of the simple types of binding. PRT usually collates and staples documents in a single pass through the collating machine or photocopier.



**Side stitching** - In this type of binding, the booklet is stapled two or more times about 1/4" from the edge of the sheet of paper. Depending on dimensions and thickness, this process may be done by machine at the same time the book is collated or copied, or by hand after the job is collated. Side-stitched books cannot be opened completely flat and require larger inside margins.



**Saddle stitching** - A process in which a spool of wire is used to staple books through the center fold with the flat edge of the staple residing outside the document. Most magazines utilize this process. The PRT bindery is capable of binding a book up to 120 pages plus a heavy cover. This process is fast and cost-effective for binding small to medium-sized books.



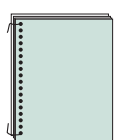
**Perfect binding** - A cost-effective way to bind books over 1/8" thick. This process uses heavy-weight, wrap-around cover glued down the spine, like telephone books. If the book is over 1/4" thick, the title can be printed on the spine. Some perfect bind projects at 200 pages or under can be done on site through the copy centers.



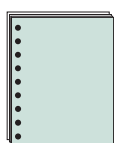
**Thermal binding** - Created by applying a strip of cloth tape with heat-activated adhesive to the spine of the book, thermal binding comes in a variety of colors and may be done at one of our copy centers in limited quantities.



**Comb binding** - Involves punching rectangular holes down the spine edge of a book and inserting a plastic comb. Combs are available in a variety of colors, with black and white combs being the best choice for fast turnaround.



**Spiral binding** - A spiral-bound book uses one continuous plastic or wire spiral inserted into round holes punched along the edge of the spine. Spiral binding is slightly more expensive than comb binding, but is much more durable. This binding style is recommended for instruction manuals or workbooks that must lie flat when open.



**Wire-o binding** - Wire-o binding is similar to spiral binding, except it uses a series of double wire loops instead of a continuous spiral. Wire-o binding is available in a variety of colors, however, black and white are most commonly in stock.



**Cover binding** - A matt finish transparent cover enhances the message printed on your documents first page. The back cover, which wraps around the front cover, is coated with a satin finish and is available in various colors. Our cover binding can be done inline in some quantities during printing at our Copy Centers.

## DSHS shared services

Significantly contributing to the streamlining of state services will be increased cooperation between the Department of Social and Health Services (DSHS) and Consolidated Mail Services (CMS).

DSHS has long maintained multiple courier routes and an inserting operation. Given the costs associated with such extensive services; now is an opportune time for the state's largest agency to trim these costs and reallocate resources towards their core business. As such, CMS will now be taking on that inserting function and one of the courier routes.

This partnership brings numerous opportunities for state government to eliminate duplicated functions. Many DSHS offices, for example, have historically been adjacent to buildings already on CMS routes. The savings in fuel usage and miles traveled will add to both agency's goal of increased sustainability. Combining



*CMS Tumwater insert staff.*

inserting operations will optimize machine and staff time.

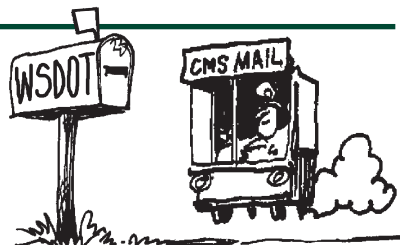
CMS staff from all lines of business are working with DSHS personnel to ensure an efficient transfer of services. This has included redesigning courier and inserting schedules to meet deadlines and accommodate the significant increase in volumes.

We'll bring you more on our efforts to consolidate state functions in future issues. If you would like information on what CMS can do for your mail service, feel welcome to call Customer Service at (360) 664-9507.

## CMS delivers for WSDOT

The Department of Transportation (WSDOT) realized new savings this year by transferring more of their mail operation to Consolidated Mail Services (CMS).

This fall CMS was asked to absorb a portion of WSDOT's own courier service running in and around the I-5 corridor south of Seattle. Mail for these offices had previously been picked up and delivered by a large WSDOT truck. CMS added these locations to existing routes using smaller,



more fuel efficient mail vans. This leads to savings in fuel and allows WSDOT to eliminate an unnecessary vehicle.

Now the state as a whole has fewer vehicles on the road and is traveling fewer miles every day.

## Department of Printing 2009/2010 Calendar

Last year, the Department of Printing offered a two sided wall and cubicle calendar for both 2009 and 2010.

If you already have last years calendar, simply turn your calendar over. If you need to order additional calendars, please go to [www.prt.wa.gov](http://www.prt.wa.gov) and click on 2009/2010 State Calendars.

Please note that there is an error on the listing for the first day of Hanukkah on the December 2009 calendar. The date was listed incorrectly as December 19, 2009. The first day of Hanukkah in 2009 was December 12. Additionally, the start of Daylight Savings Time in 2010 was listed incorrectly as March 7; the correct date is March 14, 2010. We sincerely apologize for any inconvenience.

## Print to Post

Is a quarterly publication of the Washington State Department of Printing and General Administration's Consolidated Mail Services. The newsletter is designed to inform our customers and other interested parties about the latest services, industry news and technological advances from both organizations as well as printing and mailing in general.

**Volume 3, Issue 4 / Fourth Quarter 2009**

### Editorial Board:

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### Production Notes:

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Printed in CMYK on 28# Mohawk color copy

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### PRT Mailing Address:

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**TTD:** 360-570-5069

### Distribution Notes:

Most of the copies of this newsletter were sorted at the CMS facility and sent through campus mail.

Copies for recipients not on the campus mail system were mailed Presort Standard through the USPS at a discounted postage rate.

### CMS Mailing Address:

Consolidated Mail Services

PO Box 41050

Olympia, WA 98504-1050

**Web site:** [www.ga.wa.gov/mail](http://www.ga.wa.gov/mail)

**Phone:** 360-664-9507

**Fax:** 360-664-9620



# Sponsor's Corner

## Cost savings and efficiencies

It is at the top of everyone's priority list. I find this to be true in my personal life as well as professional. When I get home and sort through my mail, I notice the things that catch my eye are very different from those that caught my eye at this time last year. I *actually* stopped to read what my local power company is doing to keep costs down and be more efficient. I was very interested to read about how my credit union is ensuring they provide good service without needing to raise fees.

I am hoping you might find it interesting to hear what the Printer has done this year to reduce costs and become more efficient:

### • Service Elimination

The Printer discontinued our own agency delivery service on July 1, 2009, opting to use the delivery mechanism already in place at Consolidated Mail Services.

### • Reduced Payroll

We implemented furloughs to reduce expenses without actually laying people off. We first offered voluntary schedule reductions and then implemented one day off

per month for the remainder of the agency. By the time you read this publication we will have been closed the day prior to the Thanksgiving Holiday and the day prior to the Christmas Holiday. While this does reduce our production capacity, those days typically have low volume since many of our customers are taking time off as well.

### • Customer Advisory Group

During this year, the Printer invited a number of agencies to sit on a Customer Advisory Group. It is our goal to communicate each change in a proactive manner and to be sure it is clear to each customer, why the change is being made and how it will impact them. This new group has been instrumental in guiding our communication and decision making processes.

### • Reduced Production Expense

Plans are underway to reduce production costs. Standard practice in the print industry is to allow 5% over or under the ordered amount of product. The State Printer has not followed this practice. We have historically ensured the customer receives at least the requested quantity which often means excess

product. The downside of this method is that you pay for the buffer required to ensure you get at least the quantity you ordered, when, for many large orders, being within 5% would be perfectly acceptable. The overall impact of this change will be to reduce the overall production costs for all jobs.

I sincerely thank all the members of the Customer Advisory Group as their input and guidance is positively shaping how we conduct our business and how we implement the changes to make our business more customer focused.

**Pam Derkacht,**

PRT Assistant Director, Customer Services

## Dates to Remember



January 1	New Year's Day
January 6	PRT Customer Forum
January 11	Legislative session convenes
January 18	Martin Luther King Jr. Day
February 2	CMS customer training and tour
February 14	Valentine's Day
February 15	Presidents' Day
March 14	Daylight savings time begins

